

FIG. 1

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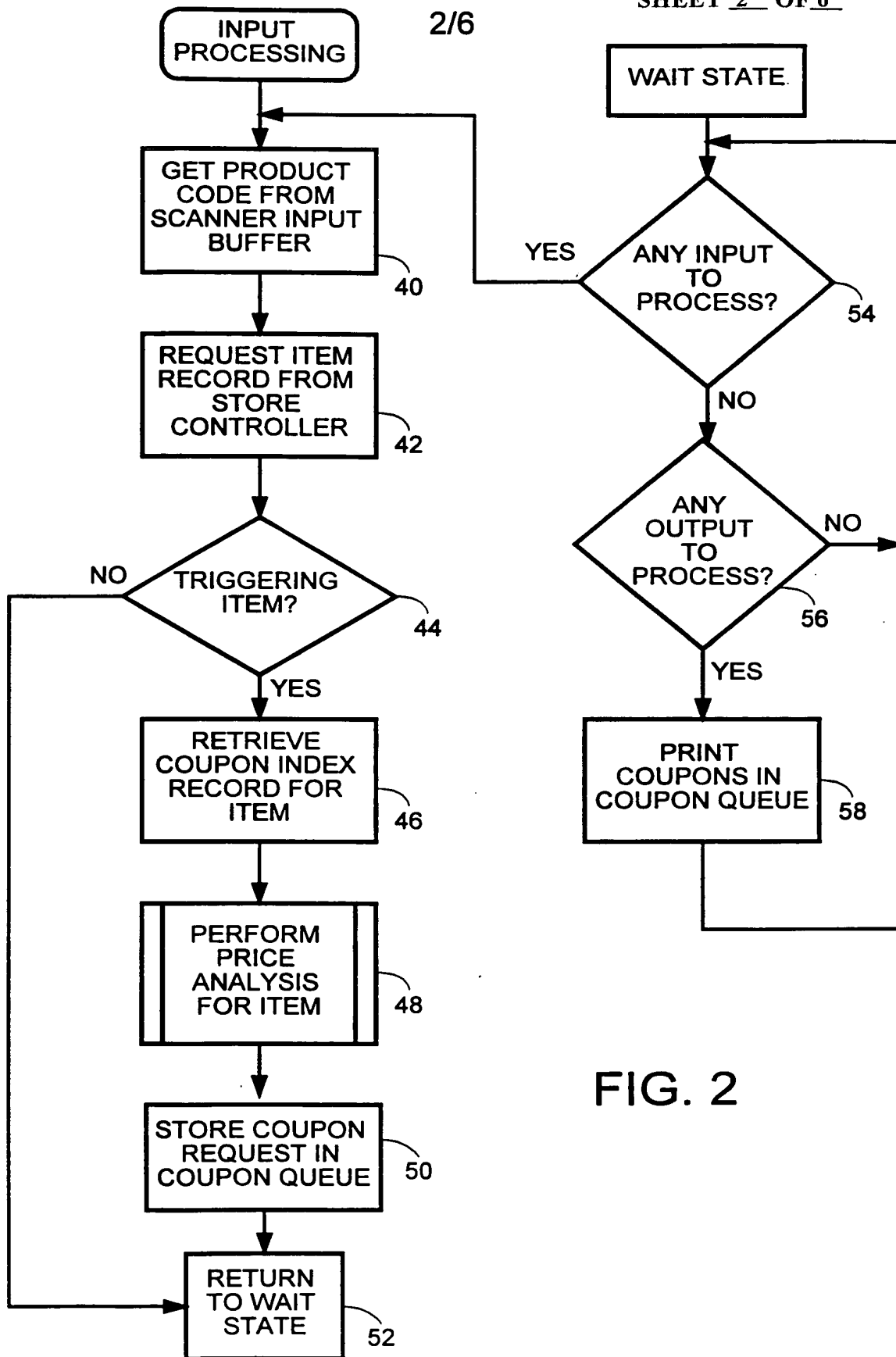


FIG. 2

APPROVED	C.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

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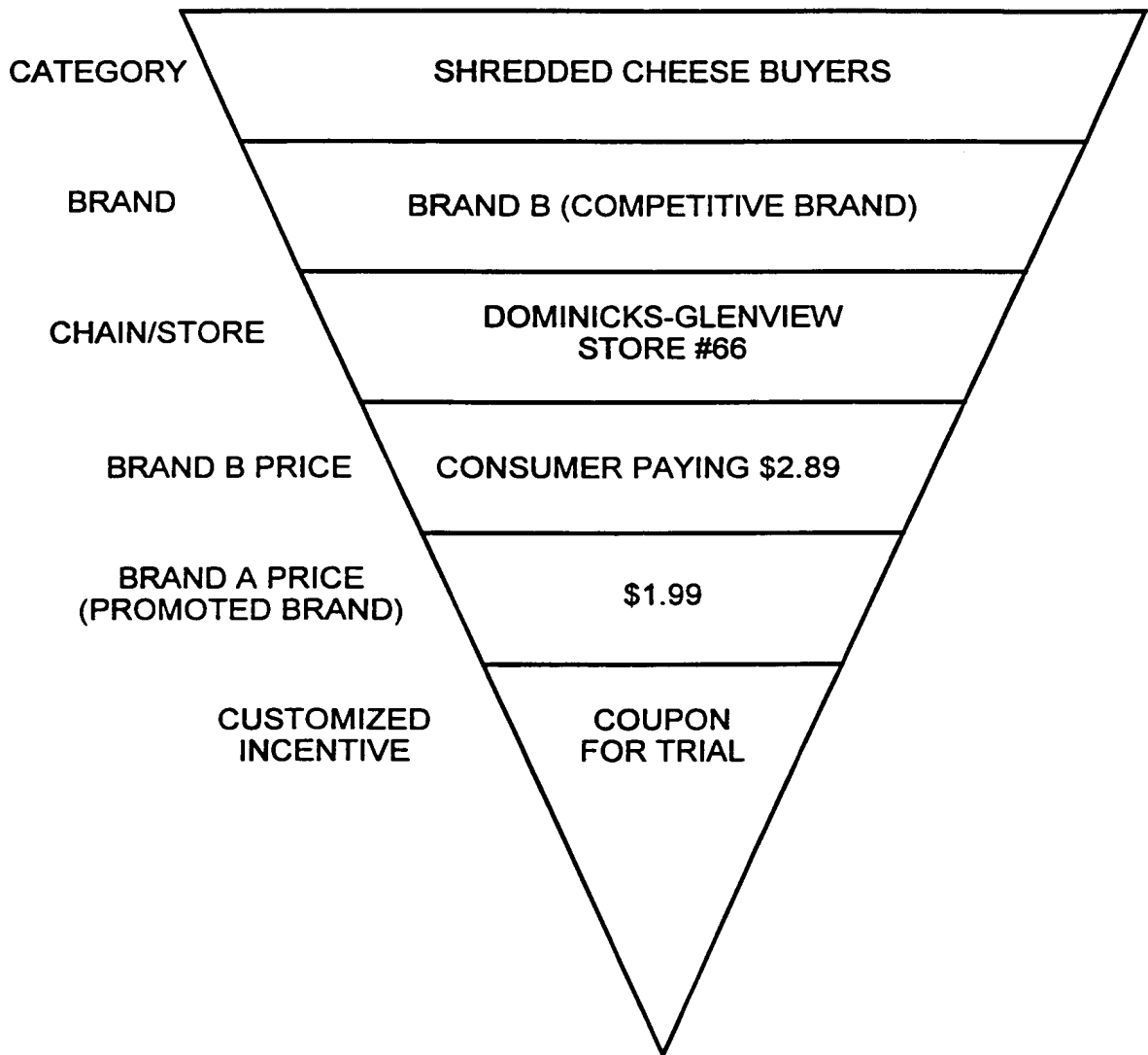


FIG. 3

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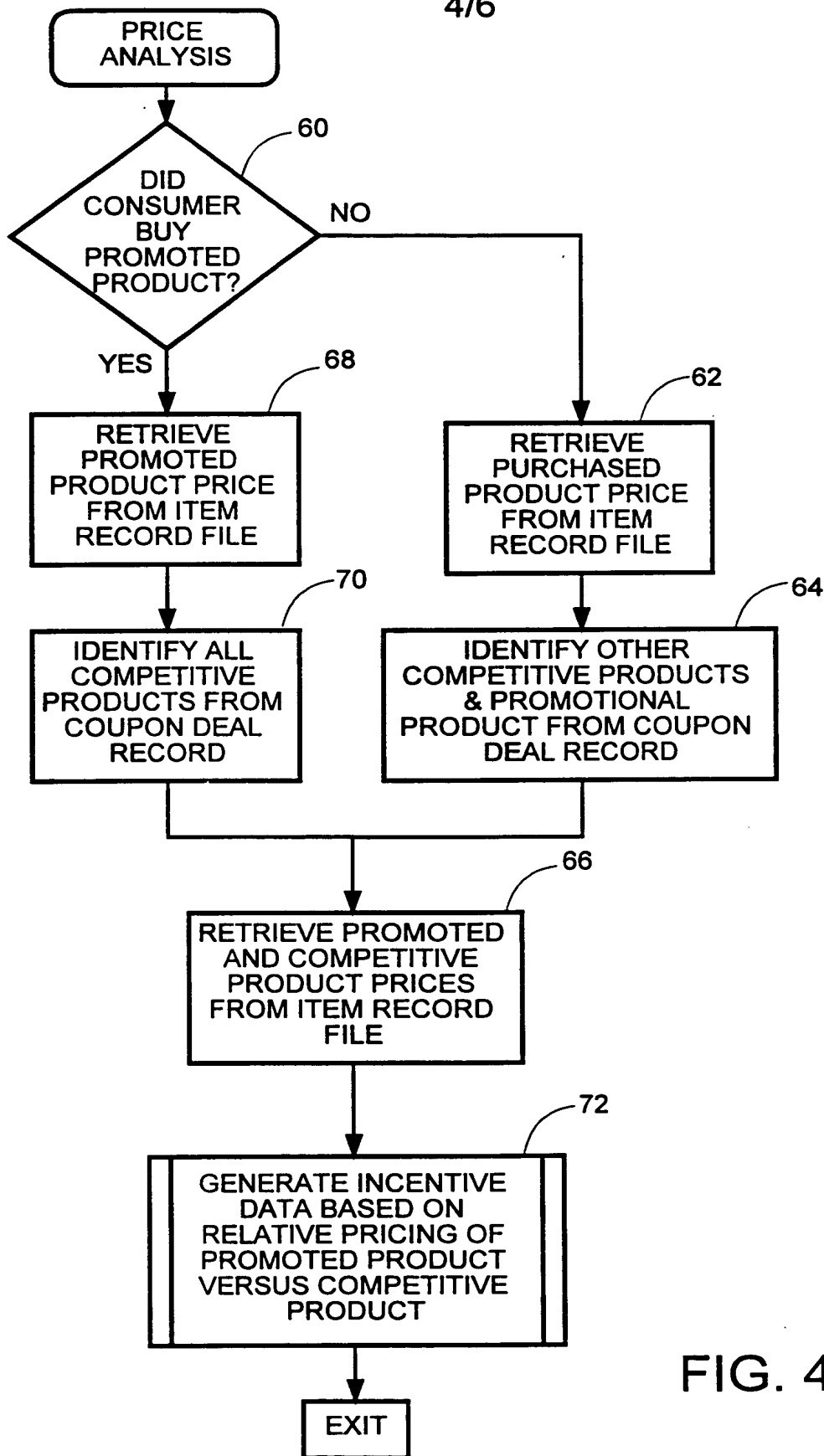


FIG. 4

## GENERATE INCENTIVE DATA



FIG. 5

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APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
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CONSUMER PROFILE CATEGORY	BRAND A (PROMOTED BRAND) <u>PURCHASED</u>	BRAND B (COMPETING BRAND) <u>PURCHASED</u>
CONSIDERED SET	BRAND A \$1.79 BRAND B \$2.29  INFERRED CONSUMER PROFILE: BRAND A CONSIDERED SET  STRATEGY: INCREASE FAIR SHARE	BRAND A \$2.29 BRAND B \$1.79  INFERRED CONSUMER PROFILE: BRAND B CONSIDERED SET  STRATEGY: INCREASE FAIR SHARE
PREFERENCE	BRAND A \$2.29 BRAND B \$2.29  INFERRED CONSUMER PROFILE: BRAND A PREFERENCE  STRATEGY: EXPAND CONSUMPTION	BRAND A \$2.29 BRAND B \$2.29  INFERRED CONSUMER PROFILE: BRAND B PREFERENCE  STRATEGY: INDUCE TRIAL
LOYAL	BRAND A \$2.29 BRAND B \$1.79  INFERRED CONSUMER PROFILE: BRAND A LOYAL  STRATEGY: INSULATE POSITION	BRAND A \$1.79 BRAND B \$2.29  INFERRED CONSUMER PROFILE: BRAND B LOYAL  STRATEGY: INDUCE TRIAL/CONVN.

FIG. 6